MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 3, 2022/2023**

## BMK 2614 – PRINCIPLES OF MARKETING

(Accounting Group)

7 October 2023
9.00 a.m. - 12.00 p.m.
( 3 Hours )

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of 3 printed pages (including the cover page).
2. Answer **ALL** questions.
4. Please write all your answers in the Answer Booklet provided.

**Answer ALL questions.**
**Total 100 marks.**

**Question 1**

RE Energy is the leading solar company in Malaysia established in 2012. Even though they have been in the establishment for more than 10 years, the adoption of solar energy, especially their solar panel product is not satisfactory and now still experiencing a penetration rate of below 10%.

a) Explain all the FIVE stages in the adoption process that could lead to the solar panel product in Malaysia.

(15 marks)

b) Discuss with an example, two winning value propositions as follows:
   i. More for more
   ii. More for the same

(5 marks)

**Question 2**

You are newly assigned to the marketing department of Multimedia University to promote the academic programme to SPM leavers after their SPM result is released. In preparation for the briefing sessions with the targeted students, your director has given you the task of promoting the Bachelor of Accountancy programme offered by FOM/FOB.

a) Discuss the concept of the 'Three Levels of Product' to explain how the programme satisfies students' needs and differentiates itself from other universities.

(15 marks)

b) Assuming that the programme is currently under the growth stage of the product life cycle, briefly explain the appropriate advertising strategies that could be adopted by FOM/FOB during this stage.

(5 marks)

**Question 3**

Many companies face a great challenge when bringing out a new product and setting prices for the first time. Two broad pricing strategies that companies often use to set their price are: market-skimming pricing and market-penetration pricing. Distinguish between these two pricing strategies.

(20 marks)

**Continued...**

**Question 4**

a) Define marketing logistics and explain how its THREE (3) components contribute to an integrated supply chain management.

(10 marks)

b) Compare and contrast specialty stores and convenience stores.

(10 marks)

**Question 5**

Describe the concept of viral marketing in digital platforms and explain why it is attractive to marketers.

(20 marks)

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